AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions of claims in the application:

Listing of Claims:

1.   (Currently Amended) A computer implemented system that enhances paid inclusion listings comprising:

a processor communicatively coupled to a memory having stored thereon computer-executable instructions configured to implement the paid inclusion listing enhancement system including:[[;]]

a selection component that allows a paid inclusion customer to select one or more enhancements related to a paid inclusion listing; and

an enhancement controller component that controls a plurality of enhancements related to a paid inclusion listing, the enhancement controller component interfacing with the paid inclusion customer to facilitate optimizing enhancement selection based in part upon at least one of the following: listing performance, historical data, customer preference, and or user feedback.

2.   (Original) The system of claim 1, further comprising a display component operatively connected to the enhancement controller component for rendering one or more search results, the search results comprising at least one enhanced listing.

3.   (Currently Amended) The system of claim 1, the selection component is at least one of a pointing device, a stylus, a keyboard, a mouse, a joystick, and or a touchpad.

4.   (Currently Amended) The system of claim 1, the one or more enhancements comprising at least one of the following:

    bolded listing;

    addition of a background to listing;

    alternative color of listing;

    addition of icon to listing;

    addition of "preferred listing" text to listing;

    addition of thumbnail to listing;

    at least partial animation of listing;

    alternative font type of listing;

    alternative font size of listing;

    stylized font of listing;

    play of sound when hovering over listing; ~~and~~ or

    preferred location on display of listing.

5.   (Original) The system of claim 4, the one or more enhancements are visible when hovering over the respective listing.

6.   (Original) The system of claim 4, at least a portion of the listing is bolded.

7.   (Original) The system of claim 4, the alternative color of the listing is different from a standard color of the listings.

8.   (Original) The system of claim 4, the alternative color is based at least in part upon user preferences.

9.   (Original) The system of claim 1, the one or more enhancements do not influence determining whether enhanced listings are relevant to search query, thereby retaining ordering rights to keep listings relevant and meaningful to users.

10.   (Original) The system of claim 1, the one or more enhancements facilitate differentiating enhanced listings from other listings on a search results display.

11.   (Original) The system of claim 1, further comprising one or more enhancement components which are controlled by the enhancement controller component and which correspond to a plurality of enhancements available to the paid inclusion customer.

12.   (Original) The system of claim 1, the user feedback comprising at least one of user hard-coded preferences and user behavior that facilitates customizing a manner in which the user views the listings.

13.   (Currently Amended) The system of claim 1, further comprising a reporting component that provides reports comprising at least one of listing performance data, user feedback, historical data, ~~and~~ or comparisons to historical data to the paid inclusion customer to facilitate optimizing revenues.

14.   (Original) The system of claim 1, the enhancement controller component temporarily hides or suppresses one or more enhancements based at least in part upon user preferences.

15.   (Currently Amended) A system that facilitates enhancing paid inclusion listings without adversely affecting ordering rights of the listings comprising:

a processor communicatively coupled to a memory having stored thereon computer-executable instructions configured to implement the paid inclusion listing enhancement system including:

one or more enhancement components that correspond to one or more enhancement options related to a paid inclusion listing;

a listing control component that controls the one or more enhancement components;

a first input component that provides the listing control component with a paid inclusion customer's enhancement selections; and

a second input component that provides the listing control component with user preferences, whereby the listing control component balances the customer's enhancement selections with user preferences to optimize listing performance with regard to enhancing the paid inclusion listing as presented to the user.

16.   (Original) The system of claim 15, further comprising:

a monitoring component that monitors at least one of user behavior and user responses to listings with or without enhancements to facilitate assessing implicit user preferences; and

a reporting component that provides reports to respective paid inclusion customers regarding their respective listings and performance thereof.

17.   (Original) The system of claim 16, the monitoring component operatively connected to the listing control component to facilitate balancing the customer's enhancement selections with implicit user preferences.

18.   (Original) The system of claim 17, the listing control component stores user preferences including implicit user preferences and hard-coded preferences in one or more databases.

19.   (Original) The system of claim 15, the listing control component modifies one or more enhanced listings based at least in part upon a user's respective preferences on a per user basis.

20.   (Original) The system of claim 15, the listing control component generates a plurality of parallel listings wherein at least a subset of the listings have respectively different enhancements to assist the paid inclusion customer in optimizing listing performance and revenues.

21.   (Currently Amended) A method that facilitates aesthetically improving paid inclusion listings while maintaining ordering rights comprising:

employing a processor executing computer-executable instructions stored on a computer-readable storage medium to implement the following acts:

providing a plurality of listings including at least one paid inclusion listing to an end user;

modifying at least a subset of the plurality of listings according to one or more paid inclusion customer[[s]] selected enhancement options; and

rendering the plurality of listings based in part upon at least one of the one or more paid inclusion customer[[s]] selected enhancement options and end user preferences.

22.   (Previously Presented) The method of claim 21, further comprising reporting performance of at least a subset of the plurality of rendered listings to respective paid inclusion customers to facilitate optimizing listing performance and revenues.

23.   (Previously Presented) The method of claim 21, further comprising modifying at least a subset of the plurality of listings according to user preferences.

24.   (Previously Presented) The method of claim 23, wherein modifying at least a subset of the plurality of listings according to user preferences overrides one or more selected enhancement options.

25.   (Previously Presented) The method of claim 23, wherein modifying at least a subset of the plurality of listings according to user preferences personalizes one or more selected enhancement options to respective users.

26.   (Previously Cancelled)

27.   (Currently Amended) The method of claim 21, the one or more selected enhancement options comprising at least one of:

bolding at least a portion of listing;

adding a background to at least a portion of listing;

changing text color of listing to an alternative color different from a standard listing color;

altering text font of listing to be different from a standard listing font;

increasing font size of listing greater than standard listing font size;

animating at least a portion of listing;

dynamically replacing at least a portion of listing with at least one search term;

adding a thumbnail to the listing corresponding to some content of the listing;

replacing listing text with a thumbnail that is representative of the content in the listing;

adding an icon to the listing that indicates a preferred status of the listing; ~~and~~ or

positioning the listing apart from other listings while retaining ordering rights based on relevance of listing with respect to search query.

28.   (Previously Presented) The method of claim 21, globally applying the one or more enhancements to at least a subset of the plurality of listings.

29.   (Original) The method of claim 21, the one or more enhancements are sensitive to at least one of cultural, time zone, and regional differences to mitigate offensive listings.

30.   (Original) The method of claim 21, further comprising hovering a pointing device over rendered enhanced listing to visualize enhancement.

31.   (Currently Amended) A method that facilitates optimizing enhanced listing performance comprising:

employing a processor executing computer-executable instructions stored on a computer-readable storage medium to implement the following acts:

generating a plurality of parallel listings including at least one paid inclusion listing;

enhancing at least a first subset of the plurality of listings, the first subset including the at least one paid inclusion listing, with at least a first paid inclusion customer selected enhancement;

enhancing at least a second subset of the plurality of listings, the second subset including the at least one paid inclusion listing, with at least a second enhancement, the second paid inclusion customer selected enhancement being different from the first paid inclusion customer selected enhancement such that the modified paid inclusion listing is different as represented in the first subset from the modified paid inclusion listing as represented in the second subset; and

reporting at least one of performance, user historical data, and or end-user behavior with respect to the first and second subsets of the plurality of listings to respective paid inclusion customer to optimize listing performance and revenues.

32.   (Currently Amended) The method of claim 31, further comprising optimizing delivery of listings based at least in part upon at least one of the following: a user point of entry comprising a web-based entry and a user-application entry, time of day, and or display device.

33.   (Previously Cancelled)